**Current Position**

* What are you doing today in this area?
* How do you currently…?
* How many people?
* How much do you pay for…?

**Problem**

* What keeps you from accomplishing your goal?
* What is the biggest problem you would like to eliminate today if you could?
* What problem do you see with your current situation that you would like to change?

**Value**

* What would it be worth to you to…?
* How much does it cost to…?

**Impact**

* What will it cost if you don’t change…?
* What is the cost of doing nothing?
* How will this impact your …?
* How would this affect your people and productivity?

**Leading**

* So, you are saying that you feel you need to make a change?
* Let me make sure I understand, you aren’t sure if you are covered properly in this area?
* You haven’t had a risk review in over 5 years and you are not sure if all your risks are addressed in your current program?
* You are saying that your Cobra administration has not been audited to determine if it is compliant?

**Challenging Change**

* Would you be willing to make a change with your current agent if we were able to …?
* Could you see yourself firing your current agent?
* What would it take for you to replace the current relationship with your agent?
* How do you see your company implementing this change in proactive risk management?

**Personal Objectives**

* How do you or others measure your performance?
* How do you get a bonus?
* What are your personal objectives?